

ABSTRACT

Mass transportation modes in Jakarta and surrounding areas (JABODETABEK) are growing. One of the most used public transportation in JABODETABEK for daily basis is electric railway (KRL) to avoid traffic in the city. Along with increased the number of KRL passengers, PT KCI improve facilities of KRL. Since August 2014, Bank Indonesia is eager to campaign National Movement of Non-Cash (GNNT) in the whole territory of Indonesia, therefore KCI also provide e -ticketing eager to support government program (GNNT) which is KMT. The objective of this research is to analyze factors inside modified UTAUT 2 model that influence the users on using KMT as e-ticketing on KRL JABODETABEK and to analyzed age and gender affecting the influence inside UTAUT 2 model in the context of using KMT.

This research using modified UTAUT 2 as research framework. Dependent variable is *Continuance Intention* and independent consist of 7 variables which are *Performance Expectancy*, *Effort Expectancy*, *Habit*, *Social Influence*, *Hedonic Motivation*, *Facilitating Condition*, and *Price Value*. This research consist of 21 hypothesis.

This research used data from 400 respondents who have been using KMT. The main data resource of this study is by questionnaire, with 29 survey items from 8 constructs. This research has fulfilled the convergent and discriminant validity and has a good reliability as well. To test the hypotheses, this research use Structural Equation Modelling (SEM) with SmartPLS 3.0 as statistic software.

The result revealed that there are five factors in the UTAUT2 Model which significantly influence the continuance intention of KMT usage, namely Habit, Hedonic Motivation, Social Influence, Performance Expectancy, and Price Value. In terms of moderating factors, age does not affect any factors and gender only affect Habit. The model can predict moderate the continuance intention of KMT usage since the R^2 is 70.9%. This model can be used by PT KCI in making decisions to maintain the continuance intention of users towards KMT usage as e-ticketing on KRL JABODETABEK by paying attention to those factors and their indicators.

This research has found that the most significant factor from modified UTAUT2 Model that influences the continuance intention of KMT usage is Habit. It means, PT KCI could give socialization about the importance and benefits of KMT can be one of the solution to make people habitual to use the services. further research, Since this modified UTAUT2 Model can be used for predicting the Continuance Intention of KMT usage as e-ticketing on KRL since it has a moderate explanatory power which is 70.9% and categorized as a good model, further research is expected to do a research in the field about e-ticketing or e-money with a different research object.

Keywords: *KMT, e-ticketing, e-money, Continuance Intention, UTAUT 2*